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From:
Sent:
To:

[Redacted]

Friday, March 28, 2014 3:50 PM

[Redacted]

Subject:

RE: Summary: Twitter meeting and ideas

***** This message has been archived. Double-Click the message to view the contents. *****

Classification: UNCLASSIFIED//~~ATUQ~~

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Thanks for the feedback.

I know you all voted on it already, but I will argue that hashtags need to be short. #intelconference2014 uses up 20 characters, which doesn't sound like much, but when you only have 140..

Think #SXSW or #COMICON.

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From

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Sent: Thursday, March 27, 2014 11:41 PM

To:

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Subject: RE: Summary: Twitter meeting and ideas

Classification: UNCLASSIFIED//AIUO

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Thanks for the summary. It certainly sounds like the Twitter reps are excited. Please see my comments below, specifically related to the conference items.

Many thanks,

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From: [Redacted]

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Sent: Tuesday, March 25, 2014 1:08 PM

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To: [Redacted]

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Subject: Summary: Twitter meeting and ideas

Classification: UNCLASSIFIED//AIUO

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The Twitter reps are extremely excited about our launch and they have a ton of great ideas and are standing by to help us however they can. We discussed the @CIA launch, @CIADirector launch, the G'town conference, and the development of a special World Factbook card for us.

Launch

They suggested launching @CIA first, as we planned, in May, but saving @CIADirector for launch the day of the G'town conference.

@CIA

We want to make it clear what our message is and how we will be using the Twitter account.

We can do this with our initial tweets as well as our brief about blurb:

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In our first tweets we want to give our followers an idea of what to expect from the account:

This day in intel history

Artifact of the week

Feature story

World factbook facts

Photos - we can do Throw Back Thursday (TBT) with our many historical photos

"Guest tweeter" - if we have something big happening or info being released or a big anniversary we can have an expert write something up, and split it into tweets, get all approved. Advertise that we will have a guest tweeter, the topic and time, and then we send them out.

I will work on getting a content schedule and about blurb drafted.

Ideas for first Tweets:

This Day in Intel History: @CIA Twitter account launches! #getexcited
#goodideaNed

Some sort of easy encoded message

This tweet will self-destruct in 10 seconds. and then we delete it (we would give a heads up to some media folks to keep an eye on the feed so they could get a screen capture).

Twitter usually sends out a "Welcome @XXXXXX to Twitter", however for us they would like to retweet one of our interesting tweets and make it more than just a welcome, give people an idea of what to expect from us.

@CIADirector

For more impact, they suggested waiting until the conference to use @CIADirector. As we all know, we want to use this account sparingly so that it does not lose its gravitas, so waiting is not an issue. Furthermore, @CIA would retweet the @CIADirector tweets and by then we would have a following so that hopefully those followers will go and follow @CIADirector, thus more quickly building up an audience for that account. We would develop a series of tweets from DICA for that day, parts of his speech, solicitation for questions for the panelist, he (speechwriters:) could answer a few questions on Twitter at the end of the day.

By holding off on @CIADirector until the conference, it is a win all around, drawing attention to both accounts and the conference.

They also offered to solicit welcome to Twitter messages from other notables on Twitter, such as Madeline Albright, maybe John Kerry, etc. we can develop a list. This draws the attention of their followers (people who would also be likely to follow @CIADirector and @CIA) to the new account.

Georgetown Conference

#CONINT

#INTELCON

#CIACON

We discussed this with Georgetown today. The vote was for #intelconference2014. They didn't want to use int or shorten conference. Also, because it's a partnership, we can't use "#CIACON."

Twitter also offered their assistance with the conference. Often times at conferences now, there is a screen with relative tweets as they are happening (we can curate them to make sure nothing inappropriate is projected), moderators can even take questions from the tweets. This allowing people who couldn't make it to participate. If this is something we are interested in learning more about, please let me know and I can follow up with them, perhaps bring them back in to meet with us and Georgetown and discuss how it would all work. This is something Georgetown has already done at past conferences. I'm happy to reconnect with the logistics lead to see if we will need any assistance moving forward.

Are we going to be livestreaming this on CIA.gov? Crossing our fingers. We'll know more in the coming weeks.

If there is going to be a conference web page we can also go back and add the curated Twitter stream to the page. There will be substantive content posted after, but not before . unless we're talking press releases, etc., which there will be.

The Future

Twitter Cards more richly represent our content within Tweets (it also allows us to present info using more than 140 characters). This gives users greater context and insight into the URLs shared on Twitter, which in turn allows Twitter to send more engaged traffic to CIA.gov. To do this we would add a few lines of HTML to our webpages, and users who Tweet links to your content will have a "card" added to the Tweet that's visible to all of their followers. IF this is technically feasible for us to do we can start using the normal cards now (see below for examples). Additionally, Twitter is interested in coming back later in the year and developing a card just for us! Specifically for World Factbook facts.

Here is sampling of the different style cards that are out there now (small photo, text only, large photo, they also have a video one):

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